

Yakult Press Release: November 2024

Yakult reveals the gut habits of the UK

Yorkshire has the worst gut-health habits in the UK - consuming the least fruit and veg, water, nuts, and fermented foods.

But Scots and people in London get closest to five-a-day, with Londoners also tucking into the most fermented foods.

Londoners also came top for hydration drinking an average of five glasses of water per day – although not quite matching the recommended guidelines of six to eight 250ml glasses of water.

The poll of 2,000 people has revealed which regions are home to residents with, on average, the best and worse gut health habits.

It also emerged a fifth of those living in Wales reported suffering from bloating a few times per week, whereas 28 per cent in the West Midlands saying they never struggle with it.

Those from the North East are the gassiest, with 26 per cent suffering daily – more than twice as many as those in Scotland (12 per cent).

And Scots are the worst for toilet habits - with 36 per cent saying their poo habits are never consistent.

The study, which was commissioned by [Yakult](#), has teamed up with Professor Glenn Gibson from Reading University who says: "It's fascinating to see how diets and daily habits vary so much across the UK.

"What contributes to a healthy gut can often be forgotten or misunderstood – as many people just associate this with eating lots of fibre but, in truth, every type of food group plays a part.

"Having regular bowel movements and getting the right amount and quality of sleep are also other things that help maintain a healthy gut and overall lifestyle.

"Getting less than the recommended 7-9 hours of quality sleep not only leaves us tired, but also disrupts our body's natural rhythm, impacting the bacteria in our gut – this being a very active community of microbes that has profound impacts upon our overall health and wellbeing.

"Disturbances in sleep patterns can adversely affect the gut microbiota, which could hamper digestive health.

The study also found 36 per cent of Brits rate their overall gut health as 'average' – with only 11 per cent calling it 'excellent'.

During a typical day, the average person will consume four portions of fruit or veg, but 44 per cent admit to never eating fermented foods

Only 35 per cent incorporate nuts into their everyday diet, while 28 per cent believe they are not getting enough fibre.

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When it comes to liquids, 31 per cent drink less than the recommended daily guidelines of six to eight glasses each day, with the average person consuming just four 250ml glasses of water.

But 35 per cent of those polled via OnePoll.com admit they are guilty of not drinking enough fluids.

It also emerged that 37 per cent hold their hands up to not doing the recommended amount of 30 minutes exercise a day, with 35 per cent claiming they spend long periods either sitting or lying down.

Glenn added: "Eating a healthy diet which includes lots of colourful plant-foods such as fruits, vegetables, wholegrains, beans, chickpeas, lentils, herbs and spices helps to improve gut microbiota – which is in turn essential for supporting good gut (and overall) health.

"It is also worth adding fermented foods into your diet as well as keeping hydrated as water is essential and will improve almost every bodily process including digestion.

"Enough water intake is crucial to help food move effectively through the digestive system, helping to prevent constipation and facilitate nutrient availability.

"Exercise can help stimulate the digestive system – promoting more efficient digestion and help alleviate symptoms like bloating and constipation.

"Just 30 minutes a day is needed and can be incorporated into your everyday routine such as walking, cleaning or gardening."

When quizzed on toilet habits, morning is the most common time for bowel movements (56 per cent), with half claiming it 'always runs like clockwork'.

And the average time spent in the bathroom at any one time is six minutes – which is well within the recommended timeframe of 10 to 15 minutes per sitting.

A [Yakult](#) spokesperson said: "Maintaining good gut health is essential to overall well-being, as it impacts everything from digestion and nutrient absorption to immune function and even mental health.

"By focusing on a diet rich in fibre, fermented foods, and hydration, people can support their gut microbiome and enjoy better energy, mood, and long-term health.

"We are encouraging the nation to make small changes which can have a powerful influence on gut health and overall wellbeing."

ENDS

For further information, visit <https://www.yakult.co.uk/gut-habits-of-the-nation/>

For bespoke copy, please contact pressoffice@yakult.co.uk.

Editor's Notes

About Yakult

Yakult was developed over 90 years ago by the Japanese scientist Dr Shirota, who spent many years investigating the benefits of intestinal bacteria. In the 1930, he selected and cultivated a unique strain of lactic acid bacteria - *L.*

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casei Shirota. This friendly bacteria is scientifically proven to reach the gut alive and increase the bacteria in the gut!*

In 1935, this bacteria was used to create the iconic fermented skimmed milk drink – Yakult.

In the UK and Ireland, three Yakult products are available, all bursting with 20 billion of Yakult's friendly bacteria. All are gluten-free, fat free and suitable for vegetarians.

Yakult Original is the iconic fermented milk drink which has a hint of vanilla and lemon flavours.

Yakult Balance contains fewer calories and less sugar** and is rich in vitamin D***, which supports immunity and muscle & bone health.

Yakult Plus has a juicy peach flavour. It's rich in vitamin C**** to support the immune system and help lower fatigue. It also contains fibre that feed the bacteria in the gut.

Today, more than 40 million Yakult products are consumed every day, in 40 countries and regions around the world.

For more information, please visit www.yakult.co.uk or find us on Facebook (@YakultUKIE) and Instagram (@Yakult_UKireland).

**Yakult's bacteria L.casei Shirota, increase both the lactobacilli and bifidobacteria in the gut.*

***Yakult Balance contains 68% less sugar and 38% fewer calories than Yakult Original*

****Vitamin D contributes to the normal function of the immune system and the maintenance of normal bones and muscle function. Each bottle of Yakult Balance accounts for 30% of the EU reference intake for vitamin D. Enjoy as part of a healthy balanced diet and lifestyle. Recommended consumption: 1 bottle per day.*

*****Vitamin C supports the normal functioning of the immune system and contributes to the reduction of tiredness and fatigue. Each bottle of Yakult Plus accounts for 30% of the EU reference intake for vitamin C. Enjoy as part of a healthy balanced diet and lifestyle.*

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